with UNITED ARTISTS

AROUND THE WORLD

KEEPING SALES OFFICES ALL OVER THE WORLD IN TOUCH WITH UNITED ARTISTS ACTIVITIES

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IN 4 WORDS!

One of our Home Office men had lunch the other day with a friend who works for another film company. Naturally the conversation drifted to the current state of affairs in the industry. His friend was blue, depressed, even bitter, pointing out that general conditions were still pretty bad, many companies were reorganizing, theatres were closing, admission prices were being cut, etc. He ended up pessimistically, "It looks like a heluva tough year to me."

"You're all wet," was our Home Office man's comment. "There's plenty of evidence to indicate that the tide has turned and the industry is on the upgrade. And, anyway, I believe United Artists is in for a great year."

"And what makes you so cocksure that everything will be just dandy for U.A.?", the friend inquired sarcastically.

"I can answer that in four words," was the prompt reply. "We have the goods!"

WE HAVE THE GOODS!

Those four pregnant words sum up the whole thrilling story that United Artists has effectively been broadcasting to the trade since last September.

WE HAVE THE GOODS!

It's as true as the gospel, when you apply to the product the only honest yardstick we have in this business - box office receipts.

WE HAVE THE GOODS!

Call the roll! The verdict is in on "White Zombie," "Mr. Robinson Crusoe," "Rain," "Cynara" and "The Kid from Spain" - hit after hit after hit! And now, just in time to celebrate the fifth birthday of talking pictures, along comes "Hallelujah, I'm a Bum" to establish a new "high" in entertainment. Jolson plus Milestone plus Rhythmic Dialogue in a production that stands out like a planet among the stars!

WE HAVE THE GOODS!

Steadily, solidly United Artists is forging ahead. "Perfect Understanding" is coming! "Secrets" will soon be out! "The Masquerader" - another Colman natural! And all the other certified successes on this year's program!

WE HAVE THE GOODS!

What more could you ask for? Armed with such a line-up of product, every United Artists salesman ought to be absolutely invincible. Properly merchandised, this program will reward every showman and help record 1933 as "a great year" for our company!

GALA PREMIERE MARKS BROADWAY

OPENING "HALLELUJAH, I'M A BUM"

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New Jolson Film Celebrates Fifth
Anniversary of Talking Pictures

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An invitational premiere the night of February 8, that was graced by an appreciative and notable audience, including members of society, stars of the stage, screen and radio, and high officials of the motion picture industry, formally ushered into the Rivoli Theatre, New York, United Artists latest success, "Hallelujah, I'm a Bum" - the first picture ever made in "rhythmic dialogue."

The opening of this film was in the nature of a double triumph for Al Jolson, the star, who made a personal appearance and was introduced to the first night guests by Will H. Hays, president of the Motion Picture Producers and Distributors of America. The occasion also marked the fifth anniversary of talking pictures, which officially date back to February 4, 1928, when "The Jazz Singer," with the same Al Jolson, revolutionized the motion picture industry.

"Hallelujah, I'm a Bum" exhibits the full flower of Jolson's magnificent gifts and magnetic personality. It evidences the mature power of Lewis Milestone's creative genius and directorial craftsmanship. It brings out in bold relief the giant strides the talking picture has made in five short years.

To see "Hallelujah, I'm a Bum" is to appreciate that the microphone has grown up. Sound has outgrown its "growing pains." Dialogue has assumed its rightful place in the scheme of production. And music has graduated from the role of a synchronized "understudy" to that of a full-fledged "star," whose artful aid enhances the entertainment value of the photoplay.

Summing it all up, the Jolson film is the ultimate in screen entertainment, and offers the Foreign Legion another golden opportunity to establish new records!

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LONDON CABLE HERALDS TRIPLE TRIUMPH!

It certainly looks like a great year for United Artists in Great Britain, judging by the following wire from our London office:

Perfect Understanding Tradeshow Reception Exhibitors Good - Tradeshow Cynara Big - Immensely Liked by Exhibitors - Reviews Excellent - Tradeshow Kid Spain Tremendous - Unanimous Opinion Will Be Sensational Success - Tradepaper Reviews Marvelous - Heartiest Congratulations To Goldwyn

"SHANGHAI GESTURE" FOR U.A.

"Shanghai Gesture," the highly successful stage play, will be adapted to the screen immediately for United Artists release. It will be produced by Art Cinema-Reliance, of which Edward Small is production head. Asked about reports that "Shanghai Gesture" is too daring for screen consumption, Small replied, "We are going to make the picture."

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CANTOR IN THE LION'S DEN!

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New Comedy to Be Modernized Version
of Legendary Roman Adventure

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Androcles and his famous lion are to be the theme of Eddie Cantor's next picture for United Artists, according to an announcement made by Samuel Goldwyn, the producer. Edwin Justus Mayer and Ernest Pascal are making an adaptation of the yarn of the jumpy, chicken-hearted little Roman slave and his legendary adventure in bravely marching into the arena of one of the Roman sport carnivals to present himself as an appetizing morsel to the king of beasts.

There are many versions of the Androcles fable. The most commonly accepted original is that of Aulus Gellus, whose story was a fireside pet of the Roman Emperor Tiberius. Richard the Lion Hearted had another with which he used to regale his cronies on the Crusades. Samuel Goldwyn's version will be a new and distinctly twentieth century edition of the story, still retaining its background of antiquity.

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SCHENCK BUYS STAGE SUCCESS

"Dinner at Eight," the Sam H. Harris Broadway stage success for which several motion picture companies have been bidding, has been purchased for the screen by Joseph M. Schenck, who will produce it for United Artists. Thus Mr. Schenck, president of U.A.,replies to repeated rumors that he is contemplating retirement from production. "Dinner at Eight" was written by George S. Kaufman and Edna Ferber. It has been one of the outstanding hits in New York since it opened last October.

GOULD APPOINTED GEN. MGR. OF MEXICO;

WILL ALSO SUPERVISE CRISTOBAL BRANCH

Walter Gould, one of United Artists young "old-timers," who has been branch manager of our Cristobal office for the past seven years, has taken another stride forward. Walter's many friends throughout the organization will be delighted to hear that he has been appointed general manager of Mexico, and elected a director of our Mexican company, succeeding George Kallman, resigned. In addition, he will continue to supervise the Cristobal office from Mexico City.

Here is a promotion richly earned and justly deserved, for it is based upon a splendid record of achievement. Mr. Gould brings to his enlarged duties and increased responsibilities an enviable background of experience, a comprehensive knowledge of conditions in Latin-America, a demonstrated capacity for getting things done, and above all, a friendly, likeable personality that radiates good humor and good fellowship.

This latter trait of character the Editor can personally vouch for, since we had the pleasure of meeting Walter when he visited the Home Office a few weeks ago. We heartily congratulate him upon his new assignment, and wish him every possible success. At the same time, we desire to extend our congratulations to Harold Sugarman, assistant manager of the Cristobal branch, who will be in active charge of that office - a position for which he is eminently fitted by reason of his training, experience, and ability.

These new appointments furnish another clinching bit of evidence that it is the inviolable policy of our company to promote from the ranks those men who earn their right to promotion!

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"KID FROM SPAIN" SCORES

INITIAL FOREIGN TRIUMPH

Eddie Cantor - "The Kid From Spain" himself - handed Mr. Business D. Pression a terrific beating in Cristobal, according to word just received from Harold Sugarman, assistant manager down there. After pointing out that the picture did tremendous business, Mr. Sugarman added, "We broke depression records at the box office, and it certainly did my heart good to see how the public turned out for it. They want to be entertained, and no doubt will go to any extent to scrape up the admission price to that kind of picture."

This is the first release outside the United States, and is proof positive that the picture will duplicate abroad the triumphs it is scoring at home. Over here, the film, from Maine to California, is establishing new records in receipts and attendance. It is the outstanding sensation of the 1932-33 season!

DID YOU KNOW THAT - ?

Ben Lyon (and not Richard Arlen as first announced) has been signed by Edward Small to play the masculine lead opposite Claudette Colbert in "I Cover the Waterfront" under the direction of James Cruze. Ernest Torrence heads the supporting cast. Wells Root adapted the story from Max Miller's best-seller.

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Foreign correspondents in New York, representing newspapers and magazines the world over, interviewed Sidney Franklin and Richard Halliburton recently at Home Office. Conrad Massaguer, noted Cuban artist, made a caricature of Franklin as well as one of Eddie Cantor. Prints of these have been sent to all offices.

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Having finished filming "Secrets," Mary Pickford sailed February 18 to join Douglas Fairbanks in Italy for a well-earned holiday. She left with the knowledge that her picture was extravagantly praised by tradepaper critics who previewed it in Hollywood.

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THE GREAT LIMOUSINE MYSTERY

(OR)FRANK KENNY'S FREE RIDE

Listen my children and you shall hear of the famous ride of - no, not Paul Revere - Frank Kenny, United Artists branch manager in Brisbane, Queensland, Australia. On a recent sales trip thru his territory, Frank found himself in the town of Gympie, facing the problem of keeping a five o'clock appointment with an exhibitor in Maryborough, some ninety miles away. It was a problem, because the train, he was told, would be three hours late. But as luck would have it, the Railway Chief Traffic Manager's private car was leaving Gympie to pick up the Commissioner at Maryborough, and after much persuasion, the chauffeur agreed to take Kenny along.

The puzzled driver wondered why the different workmen passed en route to Maryborough hailed the car as it flew by. Not until the junction outside Maryborough was reached did he learn the reason. Kenny couldn't resist an excellent opportunity to do a little advertising, so he decorated the windows of the limousine with heralds for "Arrowsmith," "Palmy Days," and other pictures. The driver was terribly indignant and reported the matter to the station master at the junction, which resulted in Kenny being ordered out of the car and told in no uncertain manner that it was strictly against the rules to use the Commissioner's limousine as an advertising medium. A passing motorist gave Kenny a lift for the remaining three miles, and enabled him to keep his appointment on time.

The moral of this story is: auto-suggestion is an aid to showmanship!

BAKER LAUNCHES COSMOPOLITAN

MICKEY MOUSE CLUB IN ORIENT

Marcus Baker, branch manager in Singapore, is making things hum in that corner of the globe. His initiative and enterprise have already found concrete expression in the launching of a Mickey Mouse Club, the first of its kind in the Orient. Furthermore, the cosmopolitan membership of the organization gives the club a unique distinction that none of the other Mickey Mouse Clubs throughout the world possesses. Among its 400 members are to be found Europeans, Chinese, Eurasians, Indians and Malays.

The club is actively sponsored by a chain of theatres and has the sympathetic publicity support of one of the local newspapers - the "Malaya Tribune." As is the case with the American clubs, the organization meets every Saturday morning at the theatre to enjoy a special show, of which the Disney cartoons are the piece de resistance. To promote friendly rivalry among the children, various contests, ranging from semi-educational competitions to sports meetings, will be arranged from time to time.

Just to give you an idea of the cosmopolitan nature of the club we need only point out that listed among the officers are Cyril Gomez, Gladys Cashin, Mohamed Rais, Jacob Ballast, Mohamed Idris, Jack Tong and Teo Wee Leng.

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MR. LICHTMAN ON "SECRETS"

Further confirmation of the superlative reports the Home Office has received on "Secrets" is contained in a letter sent by Al Lichtman, U.A.'s vice president and general manager of distribution, who is currently visiting our Hollywood studios. The following excerpt ought to convince even the most sceptical that this will be one of the finest pictures ever released by our company:

"Last night I attended the preview of Miss Pickford's SECRETS. In my opinion it is the best talking picture Miss Pickford has ever made. As you know, the story is that of a couple beginning their early romance and continuing throughout life until they reach a very ripe old age. Therefore, it gives Miss Pickford an opportunity to display, in the first part, the charming Mary Pickford as a young girl of 18, and in the Western episode, the rugged American pioneer spirit, practically done in the same mood as THE COVERED WAGON, and then in the later episodes of the picture, Mary is the most charming middle-aged and old lady that you have ever seen upon the screen. So the picture has everything that makes excellent motion picture entertainment: comedy, action on the Western plains, tragedy and charm. In one sentence, the picture has all the sweetness of SMILIN' THRU, with the rugged excitement of THE COVERED WAGON. And Mary gives the finest performance of her illustrious career."

BRITISH & DOMINION LINEUP FOR 1933

The following lineup is the tentative list of pictures that British and Dominion propose to make in 1933 for world-wide distribution by United Artists under the exclusive contract that went into effect January 1.

1. NIGHT OF THE GARTER, starring Sydney Howard, with Winifred Shotter, Elsie Randolph, Austin Melford, Jack Melford, Marjorie Brooks and Harold French. The picture is now in work under Jack Raymond's direction. Story was adapted from Avery Hopwood's comedy stage hit, "Getting Gertie's Garter."

2. SUMMER LIGHTNING, by P.G. Wodehouse, starring Ralph Lynn in the role of a hapless young man who is obliged for various reasons to steal a pig in order to get the girl he loves. The film is now in production under the direction of MacLean Rogers. Dorothy Bouchier, Winifred Shotter, Fred Kerr, Helen Ferrers, Sidney Lynn, Esme Percy and Miles Malleson make up the supporting cast.

3. BITTER SWEET, world-famous musical play by Noel Coward, to be picturized under the personal direction of Herbert Wilcox, with Anna Neagle and Fernand Gravey in the principal roles and a strong supporting cast headed by Ivy St. Helier.

4. THAT'S A GOOD GIRL, starring Jack Buchanan in the same role he created in the stage play of the same name.

5. GENERAL JOHN REGAN, starring Tom Walls.

6. THE QUEEN, temporary title for the picture co-starring Jeanette MacDonald and Herbert Marshall. This production will be made on a tremendous scale and will easily rank as one of the big pictures of the year.

7. SORRELL & SON, based on the sensational novel by Warwick Deeping. Cedric Hardwicke, noted English star, will probably play the role of "Sorrell."

8. ANOTHER SYDNEY HOWARD PICTURE.

9. ANOTHER RALPH LYNN PICTURE.

10. ANOTHER JACK BUCHANAN PICTURE.

11. ANOTHER TOM WALLS PICTURE.

12. ANOTHER MACDONALD-MARSHALL PRODUCTION.

The above is the schedule as it stands now. It is of course subject to change. You will receive from the B&D studio in London all publicity material and photographs on these pictures. And you will also be advised of any changes that are made in the lineup.

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